PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Richard Heretick DATE: October 16, 1990

FROM: Doron Stern

SUBJECT: Test Product Request

Consumer Research will be conducting an ad/pack test on Marlboro Milds and a paired comparison test on Marlboro Milds vs. Marlboro Medium. The following quantities should be shipped to arrive at the address below no later than November 12.

Brand	Number
Marlboro Medium (12 mg kings)	300 ten pack cartons
Marlboro Milds (12 mg kings)	600 ten pack cartons
	900 ten pack cartons

Shipping Address

Marketing Information Systems Inc.
100 Sylvan Avenue
Englewood Cliffs, NJ 07632
ATTN: Zack Apkarian

If you have any questions please call me at ext. 3581. Thanks for your help.

/sed

cc: D. Beran
R. Camisa
K. Eisen
C. Levy
N. Lund

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